

**Utah Office of Tourism
Board Meeting
September 11, 2008 – 10:00 a.m.
Sandstone Inn
875 E. Hwy. 24 at Junction 12 & 24
Torrey, Utah**

Present

Board Members

Kim McClelland
Colin Fryer
Steve Lindburg
Hans Fuegi
Bob Bonar
Peter Corroon

Bill Mallone
John Holland
Steve Burr
Georgianna Knudson
Pam Hilton

Staff

Leigh von der Esch
Dave Williams
Dominic Brown

Barbara Bloedorn
Gael Hill

Guests

Eric Kinsman
Jeremy Chase
Nathan Rafferty
Ted Winder
Ryan Kirby
Michelle Coleman
Jeanette Pei
Charlene Van Dyke
Riley Mitchell
Nan Anderson
Danny Richardson
Red Oelerich
Monique Bailey
Maria Twitchell
Kay Giles
Jo Sojourner
Diane Torrey
Bruce Fullmer

Organization

Wayne County Travel
Struck Creative
Ski Utah
Utah Tour Guide Association
Utah.com
Wayne County Economic Development
Hanksville Town Clerk/Recorder
Lodge at Red River Ranch
Capitol Reef National Park
UTIC
UTIC
Outdoor Utah
Outdoor Utah
Cedar City-Brian Head Tourism
Kane County Office of Tourism
Wayne County Travel Council
Torrey Trading Post & Cabins
Garfield County Travel

Welcome

Kim called the meeting to order and thanked everyone for coming. Kim expressed that Capitol Reef National Park is a great example of Utah's many treasures. The board, the state and its partners work hard and do a great job to promote the beautiful destinations Utah has to offer. Kim then asked everyone in the room to introduce themselves.

Kim asked the group to take a moment to reflect on the events of 9/11 and to remember those that were lost and their families and friends.

Jo Sojourner of the Wayne County Travel Council welcomed the board, staff and others to Wayne County. She explained that there has been an increase in international visitors to the area mostly coming from Germany, France, and the UK. Transient room tax is up 25% which is a 40% increase in the last 2 years. She thanked the UOT board and staff for the coop money the area has received which has helped with their advertising.

Leigh expressed her thanks on behalf of the staff and board for Jo's efforts to promote Utah and Wayne County. Leigh also thanked the other partners from other areas of the state attending the meeting.

The UOT board and staff thanked Jo Sojourner, Wayne County, Café Diablo, The Sandstone Inn, and Ranger Riley from Capitol Reef National Park for the hospitality and making everyone feel so welcome.

Minutes

MOTION: In the minutes of the August 7th meeting held in Cedar City, Bill Malone noted in paragraph 4 on page 6, UTIC should be changed to Utah Travel Regions Association. Steve Lindburg made a motion to approve the minutes to include this change. Pam Hilton seconded the motion and it passed unanimously.

Bill Malone took a moment to introduce Danny Richardson, the new Executive Director of UTIC. Danny moved to Utah in 1975 and has worked for Snowbird, Ski Utah and Easton Sports. He begins his new position for UTIC on September 22nd. Danny replaces Nan Anderson.

Marketing Committee Report

Steve Lindburg reported that the marketing committee is pleased to announce that they are remaining ahead of the curve and moving forward with the advertising plan.

Dave Williams thanked the marketing committee, the board and Struck for all of their time and efforts on behalf of the UOT and the state.

Jeremy Chase of Struck Creative gave a power point presentation which included a winter marketing update on the UOT's TV, print and interactive campaigns and a summer marketing update on TV/B-roll, print and what the next steps would be.

Jeremy showed rough cuts of the winter spots as well as, winter print ads and samples of interactive games and banner ads. He also discussed the summer ad campaign which includes shooting B-roll statewide in September, emphasizing family fun and showcasing activities and outdoor recreation with iconic shots.

Jeremy indicated that the new winter national cable ad will run from 11/6 – 11/26, the Los Angeles spot will run from 11/10 – 11/23 and the interactive will run from 10/27 – 12/7.

Dave Williams indicated that the Warren Miller movie will be shown in Salt Lake October 23rd at 8:00 p.m. at Abravanel Hall. The board will be receiving information about tickets via email.

Leigh mentioned that the UOT is working with the tourism partners around the state to coordinate advertising efforts.

Dave Williams discussed international advertising which includes:

- An agreement with Canadian Traveller Magazine which will include a 12 page editorial and additional pages with our tourism partners. This magazine is a travel trade magazine that goes out to all of the members of the Association of Canadian Travel Agencies. This editorial will promote the entire state as a year round destination.
- Will have an ad in a German publication, America Journal which goes out to German travelers and will promote the southwest.
- In the UK doing a program where agents that work with the travel trade people go to a website which is a training module where they find out a lot of information about the entire state. This website will cover summer and winter.
- Continue to work with Delta to promote the direct flight to Paris.

Steve Lindburg discussed a proposal from Red Oelerich and the Outdoor Utah Recreation Guide which is a fulfillment piece that promotes the entire state through summer time recreation. In this proposal Red would provide 6 pages of copy by use of the UOT for advertising, allow over site and review of cover design and agree that it follows the style guide of the UOT's own advertising, would include the "Life Elevated" logo and would take direction on distribution of the magazine from the UOT. In return the UOT would provide up to \$65,000 to pay for postage of mailing the magazine as a direct mail piece and the UOT and marketing committee will determine the key markets for the summer campaign.

MOTION: Steve Lindburg made a motion to accept the above proposal. Bill Malone seconded the motion.

Leigh requested that the minutes reflect that with this expenditure we need to look at the effectiveness of this and the success of the distribution. She confirmed that this agreement would be reviewed annually.

There was some discussion regarding public/private partnerships as Outdoor Utah is a private company. In the past these partnerships have been reviewed on a case by case basis. It was suggested that the board could create a policy regarding public/private partnerships.

Kim indicated he thought it would be helpful to see the memorandum of understanding before the motion is passed. Steve Lindburg amended the motion to direct the staff to create a memorandum of understanding to describe the relationship with Outdoor Utah and bring to the next board meeting for review before the proposal is approved. With this amendment, the board passed unanimously.

Directors Report

Leigh indicated that the UOT has been asked to prepare a possible 3-5% budget cut from the program budget. If this happens the Tourism Marketing Performance Fund would also be affected. The operating budget has not increased in several years and fulfillment

costs keep going up for printing materials. If the budget cut happens, printing of a new travel guide may have to be put off until 2009/2010.

Leigh also indicated that National Tourism Industry Organization Travel Leadership Summit meeting will be held in Washington, DC September 24th & 25. Bill Malone, Danny Richardson, Nathan Rafferty, Larry Hansen along with Leigh will be attending. This will give them the opportunity to meet and go through the congressional offices and bring various items to their attention. Also during that trip Leigh will attend the Western States Tourism Policy Council and is trying to set up a meeting with Commerce to discuss what is happening regarding the delay of visas for temporary workers for ski resorts.

Leigh announced that the new Domestic PR firm, Lou Hammond will be in Salt Lake, Monday, September 22nd. The tourism partners and the board are invited to attend a working lunch meeting from 11:00 to 2:00 p.m. for an overview with the partners for domestic PR strategy. There will also be a breakfast with the PR firm and the board that morning. More information on the events of the day will be forthcoming.

Leigh also briefly discussed the unveiling of the welcome signs which took place August 27th, the 2009 calendar

New Business

Bill Malone asked that time be dedicated at one of the next board meetings to discuss Utah's welcome centers. It was suggested that a representative from UDOT attend the meeting.

Steve Burr reported that the Outdoor Recreation Task Force met earlier in the week to review the final report. The task force was originally set up to identify Utah's outdoor recreation gems, and to protect, manage and market them. One of the recommendations from the meeting was to hire a full time outdoor recreation coordinator/manager. The recommendation was approved. The new person will be housed in GOED under Jason Perry. Jason is writing a job description and will post a position announcement. The task force has now been dissolved and it will morph into a steering committee and together with the new person they will develop a strategic plan that would develop Utah as the outdoor recreation capital of the world. He also briefly touched on another recommendation regarding Utah's evolving energy policy with respect to public lands.

Public Comment

Eric Kinsman of Wayne County Travel thanked the board and the UOT for all of their hard work and efforts to market the state.

Meeting adjourned

The next board meeting will be held October 9th in Logan.